



Strategic Plan FY18: Goals and Objectives

- Connect:** The Iowa City Public Library connects people to information essential for daily living and offers them opportunities for enjoyment and personal growth
- Engage:** The Iowa City Public Library actively encourages discovery, learning, and greater participation in community life
- Enrich:** The Iowa City Public Library contributes to the quality of life in Iowa City by offering opportunities to explore diverse ideas, to exercise imagination, and to express creativity

Goal 1: Public Awareness
1. Continue to promote and celebrate bookmobile services.
2. Plan an event for 2018 National Bookmobile Day.
3. Improve print and online calendars.
4. Create a theme and market new virtual branch.
5. Recognize Friends Foundation anniversary.
Goal 2: Collaboration
1. Investigate providing Lobby programs and materials checkout at assisted living or care facilities. in conjunction with bookmobile.
2. Investigate At Home delivery options for places where U.S. Mail does not support this service.
3. Work with the City of Iowa City during Pedestrian Mall construction.
4. Collaborate with Antelope Lending Library.
5. Work with MERGE tenants and other STEAM partners to offer joint programs.
6. Partner where possible with City of Iowa City on their strategic plan initiatives.
Goal 3: Program
1. Offer programming about environmental sustainability for all ages.
2. Consider offering a Children’s Seed Library.
3. Present program on the 10 th anniversary of the flood, include City and University, if possible.
4. Plan programming around themes of social justice and racial equity.
5. Expand STEAM programming, if evaluated and deemed successful, and plan to make it an annual event.
6. Expand Public Library Association Outcome Measurement system, or similar, to gather data on programming impact.

7. Consider expanding outreach to K-2.
8. Evaluate new programming aimed at older teens.
9. Review program guidelines and schedule for bookmobile regular and pop-up locations.
10. If implemented, continue FY17 meals for children in summer initiative.
Goal 4: Content
1. Collect and display images, video, and stories from the public to commemorate the 10 th anniversary of the flood.
2. Partner with Iowa record labels to offer digital access to their music catalogs as part of the Local Music Project.
3. Study costs and process for digitizing the Press-Citizen.
Goal 5: Technology
1. Introduce new technology options in the Computer Lab and large study rooms.
2. Offer STEAM technology for in-house use.
3. Complete work on new virtual branch website.
Goal 6: Space/Facilities
1. Begin upgrades to Computer Lab.
2. Identify areas that need to be re-carpeted and budget for FY19 carpet replacement.
3. Work with the City to identify long term storage location for the bookmobile.
4. Plan for replacing public internet work station furniture when carpet is replaced.
Goal 7: Staffing
1. Implement recommendations from selection staffing and processes study.
2. Plan a series of department open houses.
3. Review scheduling changes resulting from bookmobile service.
Goal 8: Funding
1. Create a series of brief promotional videos to reach donors and potential donors.
2. Respond to City budget issues.
3. Participate in a joint fundraiser for ICPL and Antelope Lending Library bookmobiles.
4. Friends Foundation 25 th anniversary.